Business Plan 2011 - 2014

Women's Policy Office
Executive Council

Newfoundland
Labrador

Newfoundland
Labrador

Message from the Minister

May 1, 2011

Government is committed to advancing the status of women in Newfoundland and Labrador. This comprehensive plan of action will inform government decision making to advance the needs of women and girls in our province. In the preparation of this plan careful consideration has been given to the strategic directions identified in Appendix A.

This plan has been prepared in accordance with the *Government Transparency and Accountability Act* provisions for a Category 2 entity. Therefore, this plan focuses on the processes necessary to meet government's commitments to women. As Minister Responsible for the Status of Women, I am accountable for the preparation of this plan and for achieving the specific goals and objectives.

Susan Sullivan

Susan Sullivan, MHA
Minister Responsible for the
Status of Women

Table of Contents

1.0 Plan at a Glance 1

2.0 Organizational Overview 4

3.0 Mandate 5

4.0 Values 6

5.0 Lines of Business 7

6.0 Primary Clients 10

7.0 Vision 12

8.0 Mission 12

9.0 Strategic Issues 14

- 9.1 Violence Prevention 14
- 9.2 Economic Security 17
- 9.3 Social Security 18
- 9.4 Advancing Aboriginal Women 22
- 9.5 Leadership and Decision Making 25

Appendix A – Strategic Directions 27

1.0 Plan at a Glance

This three year plan provides an overview of the Women's Policy Office including its goals and objectives to support the commitments made by this government to advance the status of women in Newfoundland and Labrador.

Vision

The vision of the Women's Policy Office is true social, legal, cultural and economic equality for women and girls in the province of Newfoundland and Labrador.

Mission

By 2017, the Women's Policy Office will have further enhanced the advancement of women's social, cultural, legal and economic equality in Newfoundland and Labrador.

Strategic Goals and Objectives

The strategic goals and objectives that relate to this planning cycle include the following:

Goal 1:	**By March 31, 2014, the Women's Policy Office will have undertaken initiatives to advance violence prevention for women and other vulnerable populations in Newfoundland and Labrador.**
Objective 1:	By March 31, 2012, the Women's Policy Office will have developed a new six-year Violence Prevention initiative Plan of Action for Government with measures to prevent violence against each of our vulnerable populations.
Objective 2:	By March 31, 2013, the Women's Policy Office will have undertaken initiatives to support increased awareness, education and training in regions where rapid economic development is occurring to prevent violence against vulnerable populations in Newfoundland and Labrador.
Objective 3:	By March 31, 2014, the Women's Policy Office will have undertaken initiatives to improve primary research and data collection related to violence prevention and violence against vulnerable populations in Newfoundland and Labrador.

Goal 2:	**By March 31, 2014, the Women's Policy Office will have supported advancing the economic status of women and their participation in non-traditional occupations.**
Objective 1:	By March 31, 2012, the Women's Policy Office will have developed and posted online tools to support the natural resource sector in advancing gender-based analysis, women's employment plans and business access strategies.
Objective 2:	By March 31, 2013, the Women's Policy Office will have developed appropriate collaborative initiatives with stakeholders to increase the number of and enforcement of women's employment plans and business access strategies.
Objective 3:	By March 31, 2014, Women's Policy Office will have advanced the planning and enforcement of women's employment and business access planning and identified tools and processes to advance women's needs in regions where economic development exists.

Goal 3:	**By March 31, 2014, the Women's Policy Office will have supported the social advancement of women and girls.**
Objective 1:	By March 31, 2012, the Women's Policy Office will have updated its family-friendly policies and practices guide.
Objective 2:	By March 31, 2013, the Women's Policy Office will have undertaken initiatives to educate about the risks associated with social media for girls
Objective 3:	By March 31, 2014, the Women's Policy Office will have increased distributed information to departments and employers of policy options relating to increasing the birth rate in Newfoundland and Labrador.

Goal 4:	**By March 31, 2014, the Women's Policy Office will have supported the advancement of Aboriginal women relating to their social, economic, cultural and legal well-being.**
Objective1:	By March 31, 2012, the Women's Policy Office will have increased Aboriginal women's capacity to demonstrate leadership on matters of justice, health, education, training, business, employment, violence prevention and poverty reduction.
Objective 2:	By March 31, 2013 the Women's Policy Office will have supported the capacity building of Aboriginal women in Labrador, including information relating to advancing their social and economic options.
Objective 3:	By March 31, 2014, the Women's Policy Office will have supported the capacity of Aboriginal women to prevent violence in their own communities in Newfoundland and Labrador.

Goal 5:	**By March 31, 2014, the Women's Policy Office will have increased capacity of provincial departments and agencies and community stakeholders to apply gender-based analysis, women's employment and business access planning.**
Objective 1:	By March 31, 2012, the Women's Policy Office will have developed an innovative technology plan of action to inform decision making and work of the Government, business and community partners to advance the status of women.
Objective 2:	By March 31, 2013, the Women's Policy Office will have provided all departments and agencies with training in the above tools and processes.
Objective 3:	By March 31, 2014, the Women's Policy Office will have an integrated information system online relating to the advancement of the status of women in Newfoundland and Labrador and supported stakeholders in the delivery of training in the above tools to the private sector and other organizations.

2.0 Organizational Overview

The Women's Policy Office was established in 1985 to provide specific resources within the government structure to pursue equality for women through Government policies and programs. The office reports to the Minister Responsible for the Status of Women, the Honourable Susan Sullivan.

The office has a core complement of fifteen positions, including:

- Assistant Deputy Minister
- Communications & Policy Research Analyst
- Inuit Women's Capacity Building Manager
- Secretary for the Assistant Deputy Minister
- Administrative Officer 1
- Information Technologist 11
- Manger of Economic Policy
- Manager of Social Policy
- Business Unit Manager
- Director of Violence Prevention
- Senior Research and Policy Analyst – Training
- Senior Research and Policy Analyst – Research
- Violence Prevention Training Officer – Respect Aging
- Social Marketing Specialist
- Violence Prevention Administration Assistant

For 2011-12, the Women's Policy Office was allocated an estimated budget of $4.7 million, an increase from $1.7 million in 2003-04.

The Women's Policy Office is located in St. John's on the fourth floor of the Confederation Building, West Block. The Women's Policy Office contracts delivery of services to St. John's, Bay St. George, Port aux Basques, Corner Brook, Gander, Labrador City, Happy Valley-Goose Bay and Grand Falls-Windsor through eight Status of Women Councils located in these communities. The Women's Policy office also contracts violence prevention services through 10 regional coordinating committees associated with the Violence Prevention Initiative, as well as the Transition House Association of Newfoundland and Labrador and the Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre.

The Office also works closely with the Provincial Advisory Council on the Status of Women whose mandate is to: (i) advise the minister on those matters relating to the status of women that the minister refers to the advisory council for consideration; (ii) advise the minister on those matters relating to the status of women that the advisory council feels appropriate; (iii) bring before the government and the public matters of interest and concern to women; and (iv) establish the general policies that will government the organization, administration and operation of the advisory council. The Women's Policy Office is responsible for the *Status of Women Advisory Council Act* under which the Council operates.

3.0 Mandate

The Women's Policy Office was established in 1985 to:

- develop and expedite Government policies and programs to enhance the social and economic status of women in the province and ensure that these are communicated to the public;

- ensure that the impact on women of all legislation, policies and programs is brought to the attention of the Minister Responsible for the Status of Women, Government and departments;

- monitor and review programs and other activities of government departments and agencies to ensure compliance and conformity with the government policy of improving the status of women; and

- liaise with provincial government departments and agencies, other governments and advisory councils and women's organizations on all issues affecting women.

4.0 Values

The values expressed in this plan are intended to reflect staff standards for the operation of the Women's Policy Office. In this context, they include:

Respect	Staff honour the knowledge, experiences, beliefs, opinions and feelings of themselves, each other and all people we work with. Staff mutually support each other's work and value all contributions.
Leadership	Staff strive to create ways for everyone in our province to contribute to attaining our mission.
Professional	Staff conduct work with honesty and integrity, always striving for the best outcomes for everyone.
Fairness	Staff commit to the principles of social justice and oppose prejudice, dishonesty and injustice.
Team Work	Together Everyone Accomplishes More
Equality	Staff believe all people deserve the same treatment and recognize this does not yet exist within our society. Staff work with each other and partners in a way that demonstrates this belief.
Expertise	Staff seek out research and opinions to best inform the work being done, and strive to ensure that information is shared with each other, partners and the general public.
Commitment	Staff demonstrate a dedication to the advancement of the status of women in Newfoundland and Labrador and the prevention of violence against women and other vulnerable populations.
Excellence	Staff strive for the highest levels of professional achievement, both individually and as a team. Staff commit to pursuing continuous learning opportunities to provide leading edge innovative and excellent services to clients/stakeholders.
Acknowledgement	Staff acknowledge both the challenges faced and the positive advancements made by each other, the team, our partners and others.
Inclusive	Staff support and promote a diverse, yet unified, team that is representative of all populations in the province. Staff are committed to ensuring proper representative to inform all work and to working with all populations to meet our common goals.

5.0 Lines of Business

Policy Analysis and Advisory Services

The Women's Policy Office defines policy as any action taken by government. The office therefore works with executive members and policy analysts of the Government to support the development of gender-based analysis and special measures so they can be applied to all appropriate Government policy in such forms as legislation, programs and services. By applying gender-based analysis and special measures, the office is supporting departmental staff in increasing their capacity to address historical disadvantages for women and, by doing so, supports Government in achieving its commitments to women.

The work ensures that Cabinet and committees of Cabinet are fully informed on how women are affected by policy and program decisions. The office highlights women's needs and advises on ways gender equity can be better achieved. As part of the development of a gender lens, the office promotes the message that women and girls experience the word differently and can have different needs than men. Government departments and agencies, in developing this work, are encouraged to seek out current sex-disaggregated data and analyze its findings, as well as consulting with the women's community on proposed programs, legislation and policy matters.

Information Collection and Communication Services

The Women's Policy Office is responsible for collecting policy relevant information from a variety of sources to provide evidence-based policy advice and report annually on the status of women. To meet this responsibility, the Women's Policy Office maintains a public library on women's issues, collects statistics and conducts research to assess the current status of women, as well as to identify systemic inequities and information gaps. As part of the information collection process, the office consults regularly with women and women's organizations to identify ongoing and emerging issues of special concern as well as potential solutions. Beyond providing policy advice to Government departments, the office communicates information on the status of women through publications, events and initiatives.

Special Programs

The Women's Policy Office is mandated to take on special programs to advance the status of women. Currently, the office is leading Government on the need for women's employment plans as special measures to address historical employment disadvantages for women in male-dominated sectors, departments, agencies and occupations province-wide.

The office is currently leading a round table of Government officials and stakeholder representatives to prepare a plan of action to advance opportunities for women in business and ensure they benefit from the emerging resource sector business opportunities, such as the Lower Churchill Development, Hebron and Hibernia South. This work also supports the

implementation of Government's commitments for resource-based projects overseen by the Department of Natural Resources to include business access strategies.

The work of this committee will ensure for a greater understanding of the current capacity of women in business province-wide and support the supplier diversity development of women-owned business through out the province, including businesses owned by: women from Labrador; Aboriginal women; visible minority women; and women with disabilities. This work supports the commitment of this Government for the enforcement of gender programs that include women's employment plans and business access strategies set as conditions of contracts and environmental assessment releases.

Aboriginal Women

The Women's Policy Office, in partnership with the departments of Labrador and Aboriginal Affairs, advances the status of Aboriginal women throughout the province. This program includes providing annual operating funding to the Newfoundland Women's Aboriginal Network (NAWN), and working with women from Innu communities, as well as the Nunatsiavut Government and their new Inuit Women's Status of Women Advisory Committee. The office also works with representatives from the Federation of Newfoundland Indians, NunatuKavut Community Council and the Native Friendship Centers in St. John's and Happy Valley-Goose Bay.

The Women's Policy Office leads in the facilitation of an annual conference for Aboriginal Women in Newfoundland and Labrador. Six conferences have been held to date where topics such as economic development, leadership, equality, poverty reduction and culturally-appropriate gender-based analysis have been discussed. These conferences are critical to providing Aboriginal women with the opportunity to share with Government their views and voices on policy issues of importance to their communities. These events also provide an opportunity for Aboriginal women to share best practices and information critical to their leadership roles within each of their respective communities.

The office is also undertaking an Inuit Women's Capacity Building Program for north coast communities in Labrador. It is clear, through application and other data sources, that Inuit women are not availing of Government programs and services in the same way as women from the general population. To address the complex needs relating to this matter, this program is working to identify the barriers and provide women with the information they need to make a difference in their own lives as well as the lives of their families and to advance the well-being of their communities.

Violence Prevention Initiative Services

The Women's Policy Office leads a horizontal government-community partnership to advance the prevention of violence in the province: the Violence Prevention Initiative (VPI). The VPI provides leadership within the province to reduce violence against vulnerable populations including women, children and youth, Aboriginal women and children, seniors, persons with disabilities and others who may be victims of violence to due to sexual orientation, ethnicity or economic status. The work of the VPI is focused in the strategic areas of: (1) increasing public awareness and attitudinal change about violence against vulnerable populations; (2) increasing community participation; (3) improving legislation, policy, programs, services, information and facilities; (4) supporting Aboriginal women and children; (5) enhancing research and development; and (6) improving leadership, coordination and accountability.

Among its many activities, the VPI administers a grants program for community anti-violence organizations, coordinates the delivery of the Violence Awareness and Action Training program, facilitates meetings of VPI committees, coordinates public awareness on violence prevention, and provides clearing house services for information on violence.

Community Program

The Women's Policy Office provides grants to many feminist and equality-seeking organizations including:

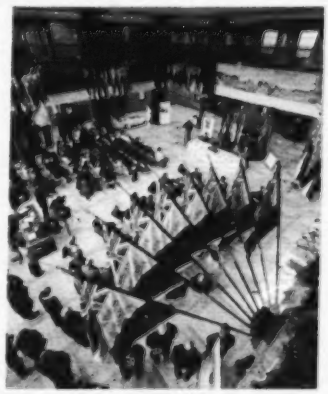
- eight equity seeking women centers to advance the status of women in their regions in Newfoundland and Labrador subject to approved criteria;
- Aboriginal organizations to advance violence prevention for Aboriginal women and children;
- the Newfoundland Aboriginal Women's Network, and
- the Multicultural Women's Association of Newfoundland and Labrador.

The Provincial Advisory Council on the Status of Women

The Women's Policy Office provides grant funding for operating purposes to the Provincial Advisory Council on the Status of Women, appointed by the Government to support their legislated mandate to advise Government and the public on matters of importance to women.

6.0 Primary Clients

For the purpose of this plan, primary clients are defined as any person, group or organization that requires the attention, resources or services of the Women's Policy Office. In this context, the mandate and goals of the Women's Policy Office can only be achieved by working with equality-seeking women's organizations, provincial and federal government departments and agencies, industry, business partners, and other community groups. On a regular basis, the Women's Policy Office also consults with the Provincial Advisory Council on the Status of Women to advance matters of importance to women in Newfoundland and Labrador. The Women's Policy Office also maintains a close relationship with officials from Status of Women Canada.



With respect to violence prevention, the Women's Policy Office leads a government-community partnership to address violence - the Violence Prevention Initiative (VPI). The VPI provides leadership within the province to reduce violence against vulnerable populations including women, children and youth, Aboriginal women and children, seniors, persons with disabilities and others who are vulnerable to violence due to their sexual orientation, ethnicity or economic status. Government partners include the departments of Justice, Health and Community Services, Child, Youth and Family Services, Education, Human Resources, Labour and Employment, Labrador and Aboriginal Affairs and Education, along with the Rural Secretariat, Newfoundland and Labrador Housing and the Labour Relations Agency. Community partners include 10 Regional Coordinating Committees Against Violence, five provincial partner organizations, Aboriginal governments and organizations, and many additional community partner organizations. The VPI also provides annual funding to the 10 regional coordinating committees, the Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre and the Transition House Association of Newfoundland and Labrador.

To increase women's earned income and employment, the Women's Policy Office works in partnership with the departments of Human Resources, Labour and Employment, Innovation, Trade and Rural Development, Education, Business, Natural Resources, and Environment and Conservation to increase women's employment in well-paying jobs and business opportunities for women, particularly those in the natural resource sectors. This is largely done using the *Environmental Assessment Act* to require proponents of large-scale natural resource developments to put women's employment plans in place. To this end, the Women's Policy Office works with industry partners, such as Voisey's Bay Nickel Corporation, NALCOR, along with community partners, such as the Women in Resource Development Committee, the Office to Advance Women Apprentices, the Labrador Training Partnership Initiative and the Newfoundland and Labrador Organization of Women Entrepreneurs. The Women's Policy Office also works with post-secondary and training institutions on accessibility of training and education for women for these occupations.

To improve women's social security, the Women's Policy Office continues to work closely with all Provincial Government departments to ensure that the impact on women of all legislation, policies and programs is brought to decision makers. In particular this office participates in work associated with poverty reduction, aging and seniors, disability, affordable housing, justice, child care, youth attraction and retention, the volunteer sector as well as health issues of importance to women. The Women's Policy Office holds monthly conference calls with the eight Status of Women Councils and funds an annual meeting with these organizations.

In order to support the advancement of the status of Aboriginal women in Newfoundland and Labrador, the Women's Policy Office works with the St. John's and Labrador Native Friendship Centres, Miawpukek First Nation, the Nunatsiavut Government, the NunatuKavut Community Council, Sheshatshiu Innu First Nation, Mushuau First Nation, the Federation of Newfoundland Indians, the Newfoundland Aboriginal Women's Network (NAWN), women's organizations and others.

7.0 Vision

The vision of the Women's Policy Office is true social, legal, cultural and economic equality for women in the province of Newfoundland and Labrador.

8.0 Mission

The mission statement identifies the priority focus area of the Minister for this planning cycle. It represents the key long-term result that the Minister and the Women's Policy Office will be working towards as they move forward on the strategic directions of Government. The statement also identifies the measure(s) and indicator(s) that will assist both the entity and the public in monitoring and evaluating success.

Statistical data collected over the years also indicates progress that has been made to improving the status of women in Newfoundland and Labrador. In 1971, 28 per cent of those with university degrees were women. By 2001, women made up nearly 52 per cent of university graduates. In 1971, women's average employment income was 47 per cent of men's. By 2001, we have made gains as women's average employment income was 63 per cent of men's. Obviously, there is still room for improvement.

In 1976, only 32 per cent of women participated in the labour force, compared to 66 per cent of men. By 2005, 54 per cent of women participate in the labour force, compared to 63 per cent of men.

Women are now better educated and trained to enter the workforce at a time when the demand for labour will be increasing. The labour market in Newfoundland and Labrador is expanding and diversifying, creating more opportunities for women to participate in the labour force, particularly in rural areas of Newfoundland and Labrador. Key areas of expansion are the oil, mining, forestry and agri-foods industries, and innovation and research.

Despite significant strides forward in areas of equality and fairness, women still experience high levels of violence and abuse in our society. Women's equality is yet to be achieved in areas of earned income and employment, social and economic security, leadership and decision-making positions. Therefore, the necessity and relevance of the Women's Policy Office and its work continues to exist.

Mission: By 2017, the Women's Policy Office will have further enhanced the advancement of women's social, cultural, legal and economic equality in Newfoundland and Labrador.

Measure: Contributions to the advancement of women's equality.

Indicators:

- Recommendations made to Government and departments to advance the status of women
  - The number of assessments conducted
- Training provided regarding women's equality and violence prevention
  - The number of training programs
  - The number of participants who have completed training
- Communications on issues related to the status of women to the public
  - The number of speaking engagements, press conferences, workshops and/ or information sessions
  - The number of press releases and statements issued
  - The number of advertisements
  - The number of materials distributed

9.0 Strategic Issues

In consideration of Government's strategic directions and the mandate and financial resources of the Women's Policy Office, the following areas have been identified as the key priorities of the Minister for the next three years. The goals identified for each issue reflect the results expected in the three-year timeframe while the objectives provide an annual focus. Measures and indicators are provided for both the goal and the first-year's objective to assist both the office and the public in monitoring and evaluating success.

9.1 Violence Prevention

Violence continues in homes and communities throughout Newfoundland and Labrador. Its victims include women, children and youth, Aboriginal women and children, persons with disabilities, older persons, lesbian, gay, bisexual and transgender persons, persons of differing ethnicities and persons of differing economic status.

The Provincial Government has committed to preventing violence in Newfoundland and Labrador by supporting the implementation of a six-year plan of action to address those most vulnerable to violence. This plan will be implemented by the end of the 2011-12 year. Government has also committed to evaluating the current program and to advancing a new violence prevention program for the coming six years.

Violence against women remains a very serious issue in our province. According to RNC and RCMP data, between 2006 and 2010 approximately 11,321 violent incidents were committed against women over the age of 18 in Newfoundland and Labrador. Of the 221,540 women over the age of 15 residing in Newfoundland and Labrador, approximately 110,770 (1 in 2) will experience at least one incident of sexual or physical violence throughout their lifetime. This does not include the number of women who will experience other forms of violence such as emotional, psychological, spiritual and cultural violence, as well as verbal and financial abuse and neglect. Approximately only 10 per cent (11,077) of the women who experience physical and sexual violence in our province will actually report this victimization to the police.

According to the Statistics Canada 2007-08 Transition Home Survey, there were 1,107 admissions of women and dependent children to all residential shelters in Newfoundland and Labrador in 2007-08. Approximately 85 per cent (941) of women who were admitted to shelters experienced violence perpetrated by their spouse or partner. Approximately 24 per cent of women residing in shelters were repeat clients.

Women residing in Newfoundland and Labrador are most likely to experience victimization by a spouse or partner (85 per cent), relative (six per cent) current or ex-dating relationship (four per cent) and others (six per cent). Only four per cent of women are unable to identify

their abuser (Statistics Canada 2007-08 Transition Home Survey).

National data indicate that separation is a particularly dangerous time for women. Although more married women are killed by their spouses, the rate of homicide is greatest for women after separation. Nationally, almost half of the homicides committed by ex-spouses happen in the first two months of separation, and 80 per cent of murders by ex-spouses happen within a year of separating. In Canada between 1974 and 1992, the rate at which women were killed by husbands with whom they were separated was six times higher than the rate at which women were killed by husbands with whom they were living (Muzychka, M. (2008). *Learning What They Live: The Impact of Witnessing Family Violence on Infants, Children, and Adolescents*. St. John's, NL: Women's Policy Office).

According to RNC and RCMP data, between 2000 and 2010, 24 females were murdered in Newfoundland and Labrador.

Statistics clearly reflect that violence against Aboriginal women is a significant issue. It has been reported that they are 3.5 times more likely than non-Aboriginal women to be victims of violence (Brzozowski,J., Taylor-Butts, A., Johnson, S. (2006). *Victimization and Offending Among the Aboriginal Population in Canada*. Ottawa, ON: Canadian Centre for Justice Statistics). Violence inflicted against Aboriginal women tends to be harsher violence than that experienced by women in the general population.

Aboriginal women are approximately 3.5 times more likely to experience some form of spousal violence than non-Aboriginal women. Aboriginal women (54 per cent) are more likely than non-Aboriginal women (37 per cent) to report the most severe forms of spousal violence, such as being beaten, choked, threatened with a gun or knife, or sexually assaulted (Brzozowski,J., Taylor-Butts, A., Johnson, S. (2006). *Victimization and Offending Among the Aboriginal Population in Canada*. Ottawa, ON: Canadian Centre for Justice Statistics). Emotional abuse by male partners, a major risk factor for spousal violence, is also more frequent for Aboriginal women than non-Aboriginal women.

Approximately 75 per cent of sexual assault survivors in Aboriginal communities are young women under the age of 18. Approximately 50 per cent of these girls are under age 14, and approximately 25 per cent are under age seven (McIvor, S. D. & Nahanee, T. A. (1998). 'Aboriginal Women: Invisible Victims of Violence'. In Bonnycastle, K. & Rigakos, G.S (Eds.), Unsettling Truths: Battered Women, Policy, Politics, and Contemporary Research in Canada, pp. 63-69. Vancouver, BC: Collective Press).

Canadian Aboriginal women between the ages of 25 and 44 are five times more likely than all other Canadian women in the same age group to die as a result of violence (Amnesty International. (2004). *Stolen Sisters: Discrimination and Violence Against Indigenous Women in Canada*. Ottawa, ON: Amnesty International). Between 1997 and 2000, the murder rate for non-Aboriginal women was 0.8/100,000. The murder rate for Aboriginal women during this same time period was 5.4/100,000 - almost seven times higher than that of non-Aboriginal women (Brzozowski,J., Taylor-Butts, A., Johnson, S. (2006).

Victimization and Offending Among the Aboriginal Population in Canada. Ottawa, ON: Canadian Centre for Justice Statistics).

Goal 1:	**By March 31, 2014, the Women's Policy Office will have undertaken initiatives to advance violence prevention for women and other vulnerable populations in Newfoundland and Labrador.**
Measure:	Undertaken initiatives to advance violence prevention for women and other vulnerable populations.
Indicators:	• Collaborative initiatives developed with government and community partners to prevent violence against vulnerable populations. • Updated research, training and social marketing tools to aid in preventing violence against women and other vulnerable populations.
Objective 1:	By March 31, 2012, the Women's Policy Office will have developed a new six-year Violence Prevention initiative Plan of Action for Government with measures to prevent violence against each of our vulnerable populations.
Measure:	Development of a new Violence Prevention Initiative Action Plan for Government for 2012-2018.
Indicators:	• Developed a VPI communications and consultation plan. • Developed a VPI evaluation plan. • Disseminated research information to VPI partners and stakeholders and the public relating to the 2010-2011 Provincial Public Attitudinal Survey. • Used information from the Provincial Survey of Attitudes Towards Violence and Abuse to inform new six-year plan of action and RCCs' work plans and priorities. • Completed an evaluation process for the VPI Action Plan 2006-2012. • Developed a new six-year VPI Plan of Action. • Developed a new social marketing plan for the prevention of violence against vulnerable populations for the next six years.
Objective 2:	By March 31, 2013, the Women's Policy Office will have undertaken initiatives to support increased awareness, education and training in regions where rapid economic development is occurring to prevent violence against vulnerable populations in Newfoundland and Labrador.
Objective 3:	By March 31, 2014, the Women's Policy Office will have undertaken initiatives to improve primary research and data collection related to violence prevention and violence against vulnerable populations in Newfoundland and Labrador.

9.2 Economic Security

In 2008 in Newfoundland and Labrador, women on average earned $23,200 annually, amounting to 54 per cent of men's average annual income of $42,400. The wage gap is hard to close as the province's economy is dominated by resource projects where high-paying male-dominated jobs prevail.

Much work has been done to improve women's wages by educating and training women for high-paying and skilled trades in the oil, mining and energy sectors of our economy. As of the spring of 2011, the Office to Advance Women Apprentices had 400 women looking to complete their apprenticeship training registered on their database. Government has made commitments on these matters in its policy documents as well as its contracts with operators in the oil and gas, energy and mining sectors.

The college of the North Atlantic, in 2008-09, graduated its classes with approximately 18.2 per cent being women in trades programs. Women occupied training in trades relating to industrial electricians, heavy duty equipment technician, industrial mechanics (millwrights), mining technicians and welders. Trade occupations where there is low female participation at this time includes bricklayers, machinists, carpenters, mobile crane operators, motor vehicle repair persons, refrigeration and sheet metal workers, pipe fitters and welders.

With women's employment plans and business access strategies in place for large mining projects in Newfoundland and Labrador, as well as the Hebron and Hibernia South and Lower Churchill projects, job opportunities are unfolding for women in these high-paying sectors of our economy. The 2010 employment indicators for the province are showing that progress is being made for women as the now comprise:

- Five per cent of trade occupations;
- 14 per cent of transport and equipment operators, and;
- 17 per cent of primary industry occupations such as forestry, mining, natural and applied sciences.

One of the reasons for the difficulties in closing the gender wage gap is the propensity for women to work in a narrow range of occupations where wages are lower. For example, in 2010 in Newfoundland and Labrador, women represented 70 per cent of the part-time workforce and occupy:

- 78 per cent of occupations in business, finance and administration;
- 85 per cent of occupations in health;
- 67 per cent of occupations in social science, education, government services and religion;
- 49 per cent of occupations related to arts, culture, recreation and sports; and
- 62 per cent of occupations related to sales and services.

The Women's Policy Office activities in this area support government's commitments to ensure employment equity is enforced, implement strategies to promote women in occupational areas where they are currently under-represented, including entrepreneurship, and encourage women to enter the skilled trades. By encouraging and accommodating women's participation in a broader range of occupations where wages are higher, the Government of Newfoundland and Labrador believes the gender wage gap can be narrowed and greater gender equality can be achieved.

The Women's Policy Office will provide online updated planning tools to help corporations and departments in preparing women's employment plans during the next planning cycle. This office will also work to support the enforcement of these plans with responsible parties as well as with stakeholders that share common objectives relating to the advancement of women into non traditional occupations.

The office will also develop tools to assist in the planning for the mitigation of social impacts in regions where economic developments are happening or taking place.

Goal 2:	**By March 31, 2014, the Women's Policy Office will have supported advancing the economic status of women and their participation in non-traditional occupations.**
Measure:	Supported the advancement of the economic status of women and their participation in non-traditional occupations.
Indicators:	Products produced and initiatives completed: • Updated gender-based analysis, women's employment plans and business access strategies best practice tools. • Collaborative initiatives developed with stakeholders to increase the economic status of women.
Objective 1:	By March 31, 2012, the Women's Policy Office will have developed and posted online tools to support the natural resource sector in advancing gender-based analysis, women's employment plans and business access strategies.
Measure:	Developed and posted online tools to support the natural resource sector in advancing gender-based analysis, women's employment plans and business access strategies.
Indicator:	Documents put online and training provided to key partners.
Objective 2:	By March 31, 2013, the Women's Policy Office will have developed appropriate collaborative initiatives with stakeholders to increase the number of and enforcement of women's employment plans and business access strategies.
Objective 3:	By March 31, 2014, the Women's Policy Office will have advanced the planning and enforcement of women's employment and business access commitments and identified tools and processes to advance women's needs in regions where economic development exists.

9.3 Social Security

Social well-being is a function of many variables, including: health, housing, safety, cultural and political participation, justice, education, employment, income, leisure, social relationships, consumption and sustainability.

In 1996, Health Canada listed gender as one of the following 12 "Determinants of Health": (1) income and social status; (2) employment; (3) education; (4) social environments; (5) physical environments; (6) healthy child development; (7) personal health practices and

coping skills; (8)health services; (9) social support networks; (10) biology and genetic endowment; (11) gender; and (12) culture.

Based on documentation, some of the health issues identified as of importance to women in the general population of Newfoundland and Labrador include the need for increased cervical screening, as we have some of the lowest screening outcomes in Canada. Women in Newfoundland and Labrador also have high rates of diabetes, heart disease, addictions and obesity. In Labrador, women face wait times for mental health services and have limited addiction treatment options. Women and families also face high costs of food, which is often a barrier for them to access fresh and nutritional food sources.

Women have consistently formed the majority of single-parent households in Newfoundland and Labrador. In fact, women lead 83 percent of single-parent households. Eighty per cent of single-led households on social assistance are lead by women. This office participates in the province's Poverty Reduction Strategy work and supports all participating departments to ensure equitable outcomes for women under this program.

Research indicates that women, as a group, have not benefited as much as men from social well-being due to their economic status. This is well evidenced by: comparisons between men's and women's incomes; unpaid work; limited access to employment in high-paying male-dominated positions; limited child care options; propensity of women to occupy non-pensioned, part-time work; limited access to justice; incidence of poverty; incidence of depression; and limited low-income housing options in some communities in the province. Such social inequality is also a contributing factor to the province's low birth rate and aging population. A low birth rate is due to many realities in the modern lives of women and families and these include:

- debt being carried by young women and couples;
- inadequate federal unemployment insurance benefits for maternity reasons;
- delay in childbearing for education and career purposes;
- lack of employers offering paid maternity benefits as well as on and off ramp programs for women leaving the work place for child-bearing reasons.

As Aboriginal women, older women, visible minority women and women with disabilities can face more severe health, poverty and social inequality than women in the general population; the work of the Women's Policy Office also supports their inclusion in policy making of Government.

Government has committed to reducing poverty in Newfoundland and Labrador and to addressing a variety of health matters of importance to women of all ages. These commitments and programs help to achieve improved social outcomes for women in this province.

Over the next planning period this office will continue to work to work with departments to advance the social equality of women in Newfoundland and Labrador as by doing so it will

improve the well-being of the entire population of the province. A new manager of social policy will be dedicated to working with social policy departments and Cabinet Secretariat

The office will provide an annual operating grant to the Multicultural Women's Organization of Newfoundland and Labrador to support their work in advancing the needs and breaking down barriers for immigrant and all visible minority women in the province.

The Office will also work with the Disability Policy Office on policy issues of importance to women with disabilities and provide advice to departments on issues such as poverty reduction and inequality for women with disabilities.

By working with the Provincial Advisory Council additional focus and advice will be provided to government on important social issues such as justice, poverty reduction and housing.

The Women's Policy Office will also advocate with social policy departments to consult with the eight Women Center's as they do their policy and program work, and will also provide these organizations with their annual operating grants and consult directly with these organizations on social policy matters as appropriate.

During this planning cycle this office will work with its Atlantic Canadian ministerial partners as well as with the Provincial Advisory Council on the Status of Women to remove barriers to media literacy for women.

This office during the planning cycle will also update its information relating to best family friendly policy information to help inform this Government and the corporate community partners on this matter.

Goal 3:	**By March 31, 2014, the Women's Policy Office will have supported the social advancement of women and girls.**
Measure:	Enhanced support for the social advancement of women and girls.
Indicator:	• Collaborative initiatives developed with Atlantic Status of Women Ministries to communicate to the public links between media, social media, violence and self-esteem for women and girls. • Collaborative initiatives developed with government departments to promote family-friendly policies and work environments for women.
Objective 1:	By March 31, 2012, the Women's Policy Office will have updated its family-friendly policies and practices guide.
Measure:	Current and emerging international practices will be reviewed and current document updated.
Indicator:	Research report completed, distributed and posted online.
Objective 2:	By March 31, 2013, the Women's Policy Office will have undertaken initiatives to educate about the risks associated with social media for girls.
Objective 3:	By March 31, 2014, the Women's Policy Office will have increased distributed information to departments and employers of policy options relating to increasing the birth rate in Newfoundland and Labrador.

9.4 Advancing Aboriginal Women

The Women's Policy Office has conducted six Provincial Aboriginal Women's Conferences since 2004 where health, justice, housing, employment, cultural and violence prevention issues for Aboriginal women have been identified. The reports demonstrate that Aboriginal women's path to the "good life" requires advancement in all areas of their lives to have true equality in their homes, communities and province.

These conferences have also identified some specific health issues of importance to Aboriginal women. Government has learned that a comprehensive understanding of Aboriginal women's health requires a holistic perspective that addresses the whole person in relation to her physical, cultural, family, geographic and social environments.

A recently completed health survey for Inuit Nunangat has outlined the specific health issues that Inuit people face in their communities:

- The suicide rate for Inuit is more than 11 times the overall Canadian rate,
- The life expectancy gap between those in Inuit communities and all Canadians is about 13 years and is not closing,
- The tuberculosis rate for Inuit is almost 23 times the overall Canadian rate
- Lung cancer rates for Inuit men and women in Canada are the highest in the world and continue to rise (Circumpolar Cancer Review),
- The rate of death attributed to strokes is twice as high for men and women in Inuit communities than for all Canadians,
- Women in Inuit communities have a COPD death rate that is 10 times that of other Canadian women,
- Death rates for perinatal and congenital conditions are more than twice as high for those in Inuit communities than the rest of Canada,
- Forty-six per cent of Inuit do not have a high school diploma, as compared to 15 per cent of the general Canadian population, and
- The median income for Inuit adults is much lower than that for all Canadians: $13,699 compared to$22,120. Inuit people also have a much higher cost of living.

From the annual conferences, the Women's Policy Office has also heard the following health concerns from Aboriginal women:

- Women in coastal and isolated communities are required to be away from their communities and families for up to six weeks when giving birth;
- Housing in Inuit communities is crowded, contributing to the spread of diseases such as tuberculosis;
- More work is required to prevent Fetal Alcohol Spectrum Disorder (FASD)and more services are required in Aboriginal communities to deal with children and youth exhibiting signs of this disorder;
- Social assistance in remote regions is not adequate to cover heat and other basic necessities of life;
- Aboriginal women face wait times for mental health services and have limited addiction treatment options;
- Aboriginal families face high food costs which are often a barrier for them to access fresh and nutritional food sources, and
- Inuit and Innu women and families rely on their traditional diets, or what is termed "country foods." This food is a large part of their diets and many Inuit and Innu prefer country food over store-bought food.
    - Country foods include Arctic char, caribou, walrus, seal, geese, birds and other animals, herbs and seafood from the Arctic environment.

- Country food is obtained by hunting, fishing and harvesting, which is an integral part of life for Inuit and Innu.
- Country foods are important to physical, cultural and economic health.

Having better health outcomes for Aboriginal women and families is critical in Newfoundland and Labrador. For example, the life expectancy gap between Inuit and other Canadians is 13 years, and the gap is not closing.

The United Nations' Human Development Index, a standard measure that rates the well-being of member states, also placed Canada sixth among 192 nations in 2006. Indian and Northern Affairs Canada used this data to create a Community Well-Being Index to evaluate the well-being of Inuit people. When the formula is applied to living conditions in Inuit communities, Inuit place 99th.

Aboriginal women face many social barriers. They work to reinstate and/ or maintain cultural practices, traditions and roles, as well as successful transmission of this knowledge from elders to youth, which is critical and of timely importance. Aboriginal women dealing with the law have complex needs and culturally relevant programming, facilities and sentencing is critical to their future well-being. Continuing to improve justice services for Aboriginal women remains important as well as providing violence and human trafficking prevention programming and access to safe housing and shelters for those experiencing violence in their lives.

Aboriginal women often live in communities where training is not available and, therefore, have to leave to move to larger centers for education purposes where child care, family supports and safe accommodations may not be available.

Government has committed to supporting the prevention of violence against Aboriginal women, improving their leadership capacity and opportunities, and to working to advance their status and well-being.

By collaborating with other jurisdictions, the Women's Policy Office will continue to advance issues of importance to Aboriginal women, including the facilitation of an annual Aboriginal Women's Conference and provide violence prevention grants on all matters necessary to advance the status of women, and as per program guidelines.

Goal 4:	**By March 31, 2014, the Women's Policy Office will have supported the advancement of Aboriginal women relating to their social, economic, cultural and legal well-being.**
Measure:	Supported the advancement of Aboriginal women relating to their social, economic, cultural and legal well-being.
Indicator:	• Hosted Annual Aboriginal Women's Conferences • Delivered Aboriginal Women's Violence Prevention Grants Program
Objective1:	By March 31, 2012, the Women's Policy Office will have increased Aboriginal women's capacity to demonstrate leadership on matters of justice, health, education, training, business, employment, violence prevention and poverty reduction.
Measure:	Increased Aboriginal women's capacity to demonstrate leadership on matters of justice, health, education, training, business, employment, violence prevention and poverty reduction.
Indicator:	• Provision of online Aboriginal women's policy information for use by Departments and Aboriginal women and girls. • Launch of the online information.
Objective 2:	By March 31, 2013, the Women's Policy Office will have supported the capacity building of Aboriginal women in Labrador, including information relating to advancing their social and economic options.
Objective 3:	By March 31, 2014, the Women's Policy Office will have supported the capacity of Aboriginal women to prevent violence in their own communities in Newfoundland and Labrador.

9.5 Leadership and Decision Making

The Women's Policy Office provides a leadership role across Government to support decision making related to the advancement of the status of women in Newfoundland and Labrador and the prevention violence against women and other vulnerable populations.

Increasing the office's use of technology will support its work to advance women into leadership positions, help the private sector establish and implement women's employment plans and business access strategies, prevent violence and address social issues. This can include poverty reduction, housing, health and cultural issues of importance to all populations of women and girls, including women from the general population, Aboriginal women, senior women, visible minority women, immigrant and refugee women, women

with disabilities, lesbian, bisexual and transgender women, and women of varying economic status.

During this planning cycle the office will provide training and other online tools relating to gender sensitivity, gender based analysis and women's employment and business planning to help departments and partners with this important work.

Goal 5:	**By March 31, 2014, the Women's Policy Office will have increased capacity of provincial departments and agencies and community stakeholders to apply gender-based analysis, women's employment and business access planning.**
Measure:	Increased capacity of provincial departments and agencies and community stakeholders to apply gender-based analysis, women's employment and business access planning.
Indicator:	• Use of gender-based analysis tool by provincial departments and agencies and community stakeholders. • Use of women's employment plan tool by provincial departments and agencies and community stakeholders. • Use of business access strategy tool by provincial departments and agencies and community stakeholders.
Objective1:	By March 31, 2012, the Women's Policy Office will have developed an innovative technology plan of action to inform decision making and work of the Government, business and community partners to advance the status of women.
Measure:	Developed an innovative technology plan of action to inform decision making and work of the Government, business and community partners to advance the status of women.
Indicator:	Research technology report completed.
Objective 2:	By March 31, 2013, the Women's Policy Office will have provided all departments and agencies with training in the above tools and processes.
Objective 3:	By March 31, 2014, the Women's Policy Office will have an integrated information system online relating to the advancement of the status of women in Newfoundland and Labrador and supported stakeholders in the delivery of training in the above tools to the private sector and other organizations.

Appendix A – Strategic Directions

Strategic directions are the articulation of desired physical, social or economic outcomes and normally require action by more than one government entity. These directions are generally communicated by Government through platform documents, Throne and Budget Speeches, policy documents, and other communiqués. The Transparency and Accountability Act requires departments and public bodies to take into account these strategic directions in the preparation of their performance-based plans. This action will facilitate the integration of planning practices across Government and will ensure that all entities are moving forward on key commitments.

The directions related to the Status of Women are provided below. Each strategic direction is comprised of a number of components, or focus areas. These focus areas will be addressed through the various planning processes of the Department. As indicated in the table below, some have been addressed in this plan while others are addressed in the operational and/or work planning processes.

Title: **Violence Prevention**
Outcome: **Reduced Violence**

Components of Strategic Direction	Applicable to Other Entities Reporting to the Minister	This Direction is addressed:		
		in the department's business plan	in the department's operational plan	in the branch/ divisional work plans of the department
Curb violence affecting Aboriginal women		x		x
Continue to implement the Violence Prevention Initiative six-year plan, with its strategic priorities of: (i) increasing awareness and attitudinal change; (ii) increasing community participation; (iii) improving legislation, policy, programs, services, information and facilities; (iv) supporting aboriginal women and children and addressing elder abuse; (v) enhancing research and development; and (vi) improving leadership, coordination and accountability		x		x
Support for transition houses where women in fear of their safety can find refuge				x

Components of Strategic Direction	Applicable to Other Entities Reporting to the Minister	This Direction is addressed:		
		in the department's business plan	in the department's operational plan	in the branch/ divisional work plans of the department
Support corporate partners to advance violence prevention with their workers and in the regions that they work. Specifically work with companies and operators where contracts and requirements are in place for women's employment such as: Exxon Mobile and the operators for the Hebron Oil Development project. Husky Energy and its operators for the Hibernia South Oil Extraction Project. Nalcor and the Muskrat Falls, Lower Churchill Project. Vale Inco and the Long Harbour and Labrador nickel mining and processing operations. Rambler Miners and the Iron Ore Extraction Projects for Labrador West		x		x

Components of Strategic Direction	Applicable to Other Entities Reporting to the Minister	This Direction is addressed:		
		in the department's business plan	in the department's operational plan	in the branch/ divisional work plans of the department
To support women to advance in all sorts of non-traditional occupations, from engineering, to skilled trades, from law enforcement to corrections, and in positions of leadership		x		x
Support for Aboriginal Innu and Inuit women to gain employment and business benefits from the $540 million dollars a year in construction phase of the Lower Churchill project as the Innu and Labradorians having first priority for employment and Innu for business opportunities.		x		x

Title: **Women's Earned Income and Employment**
Outcome: **Women Earning Higher Wages**

Components of Strategic Direction	Applicable to Other Entities Reporting to the Minister	This Direction is addressed:		
		in the department's business plan	in the department's operational plan	in the branch/ divisional work plans of the department
Continue to implement a strategies to promote women in occupational areas including entrepreneurship where they are currently under-represented	x	x		x
Continue to work collaboratively to increase the participation of women in skilled trades and professions in NL.	x	x		x
Continue to advise on the need for there to be a qualified and skilled workforce that includes women to meet the provinces skilled labour demands with intervention in: a) implementation of the recommendations of the skilled task force report; b) post secondary programs; c) apprenticeship opportunities, and youth participation.				x
Support programs that provide incentives for women to access apprenticeship opportunities with industry.				x

Components of Strategic Direction	Applicable to Other Entities Reporting to the Minister	This Direction is addressed:		
		in the department's business plan	in the department's operational plan	in the branch/ divisional work plans of the department
Enforce employment equity requirements (women's employment plans and business access strategies) for Hibernia South and Hebron and Lower Churchill, Rambler Mines, Vale Inco and Labrador Iron Mine Projects to enable women to advance in all sorts of non-traditional occupations, from engineering, to skilled trades.	x	x		x
Work with Justice, enforcement and correctional agencies to ensure women have access to law enforcement and correctional positions including positions of leadership with these organizations.				x
Support for training initiatives for Innu, Inuit and Labrador women to ensure they benefit from the Muskrat Fall Construction Project.		x		x

Components of Strategic Direction	Applicable to Other Entities Reporting to the Minister	This Direction is addressed:		
		in the department's business plan	in the department's operational plan	in the branch/ divisional work plans of the department
By advancing women's employment plans and business access strategies province-wide this work will support government's goals to grow our industries and diversify our regional economies.		x		x
Working with INTRD, WPO will support programs that: i)increase the innovation opportunities for women ii) help women grow their small and medium-sized businesses, including supplier/diversity business opportunities iii) provide business promotion, trade and Investment development opportunities for women.	x			x

Title: **Women's Social Equality**
Outcome: **Improved social policy outcomes for women.**

Components of Strategic Direction	Applicable to Other Entities Reporting to the Minister	This Direction is addressed:		
		in the department's business plan	in the department's operational plan	in the branch/ divisional work plans of the department
Develop strategies to enhance individual departments' participation in advancing the status of women		x		x
Explore innovative ways to ensure women share more equitably in social benefits of the Province		x		x
Increase women's centre funding by 5% a year		x		x
Help Aboriginal women become empowered to influence public policy, programs and legislation in ways that will improve the quality of their lives		x		x
Support the development of a comprehensive child care strategy for NL so more families will have opportunities to make balanced choices and women have increased employment and business options in their lives		x		x
Support the development of a strategy for the Inclusion of Persons with Disabilities including women with disabilities.		x		x

Components of Strategic Direction	Applicable to Other Entities Reporting to the Minister	This Direction is addressed:		
		in the department's business plan	in the department's operational plan	in the branch/ divisional work plans of the department
Support programs and investments to make affordable housing even more accessible to women.		x		x
Support the implementation of the Northern Strategic Plan for Labrador to ensure that women benefit from economic opportunities and investments in the social and infrastructure needs of the region.	x			x

Title: **Women in Leadership and Decision Making**
Outcome: **Women's increased participation in leadership and decision-making positions.**

Components of Strategic Direction	Applicable to Other Entities Reporting to the Minister	This Direction is addressed:		
		in the department's business plan	in the department's operational plan	in the branch/ divisional work plans of the department
Continue to promote and support women in standing for elected office		x		x
Continue to address barriers to representation by women in elected positions		x		x
Continue to implement a communication strategy to encourage women's participation in leadership and decision-making positions		x		x